

May 20, 2015

Robert and Susan Wisberg  
1232 Tiffany Ranch Rd.  
Arroyo Grande, CA 93420

Re: Proposed Formation of County Wide TMD

Dear Board of Supervisors,

We are opposed to the inclusion of vacation rentals, such as the one unit we have in Cayucos, being grouped with other large hotel/motel type businesses. The following are reasons why we strongly disagree with our inclusion:

- We as "vacation rental" have restrictions relating to signage. We cannot advertise on site, unlike a motel/hotels have ample opportunities for signage.
- We are limited to four guests per month. The opportunity to have guests every day is usually unattainable.
- We are not open for business 24/7/365. We often utilize our residence for our own use or use by family members. This results in advertising that we have essentially been paying for to be of no value for those periods where the residence is not available for rent.
- We do not have the advantage that other hotels/motels have due to scale of their operations. We are more affected negatively by the additional fee to be imposed. The "spreading of the cost" is not something we can do for the aforementioned reasons.
- Our customers in our experience are more "bottom line cost" sensitive. We've have a number of interested guests that make the decision not to visit based on the added cost of the current 11% and feel the added fee will further exacerbate this problem.
- We paid a "school fee" when building our unit. This fee was substantial and directly related to our use as a residence.
- We have guests stay for periods longer than most might stay in a motel/hotel. The guests utilize websites designed for vacation rental oriented people who do their homework. They are looking for a "residence" type stay that offer amenities not usually available in a motel/hotel environment.
- We pay to be on some of the websites that are utilized by people interested in the vacation rental type of visit. Often the reasons they are staying are beyond the normal tourist motivation. In some cases the guests pay a fee to the website which allows them to book time at our house.
- We already have a disproportionate amount of accounting to do compare to a hotel/motel . We do the same thing as they do, but we have to do it for just one unit.

It is for these reasons that we oppose the inclusion of our type of vacation rental in a TMD. We can't see any advantage or benefit to our small operation. We do not need the added burden and expense that will come from of already small return on investment. An investment per unit many times that of the typical hotel room. We offer something valuable to the area that is not replicated by hotels/motels, and they offer something we cannot duplicate. The TMD will offer no special benefit to our single unit. The small and relatively insignificance of our single unit will allow us virtually no voice in the operation of the TMD. The vote of the big revenue generator has over powered our votes. I am sure

they will gladly take our money and I am sure the people representing the TMD will not allow the big guys to be disappointed. Please exclude us from the TMD just as you have allowed the process to exclude our vote by the lack of revenue generation. You could conclude that since our revenue generations is not sufficient to be a determining factor so should that same logical allow us to "Opt Out". Make it "optional" for the small operations such as ourselves. We have more "not in common" rather than "in common" with the big hotel/motel businesses. We do not need or want another mandated fee based bureaucracy to burden us further.

Respectfully submitted,

Robert & Susan Wisberg



**Fw: Countywide TMD**

Adam Hill, Frank Mecham, Bruce Gibson,  
Bruce Gibson to: Debbie Arnold, Lynn Compton, Jennifer Caffee, 05/18/2015 10:12 AM  
Hannah Miller, Vicki Shelby, Jocelyn Brennan  
Sent by: Cherie McKee  
Cc: cr\_board\_clerk Clerk Recorder

----- Forwarded by Cherie McKee/BOS/COSLO on 05/18/2015 10:11 AM -----

From: Robert McDonald <smcdon13@icloud.com>  
To: bgibson@co.slo.ca.us,  
Date: 05/18/2015 10:11 AM  
Subject: Countywide TMD

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Good morning Bruce:

I just mailed our protest form for the proposed formation of a countywide Tourism Marketing District.  
Bob and I own a vacation rental on Lodge Hill in Cambria. We oppose this new TMD for the following reasons:

The Process - The way this has been set up is wrong. All it takes are a couple of the large hotels in the county to say yes, and this required assessment is on your agenda. That's because the initial votes of constituents is weighted according to what the big guys pay in TOT. Seems like a few are deciding this for the many. We also find this really interesting because one of the owners of some of the larger hotels is Noreen Martin, chair of the countywide tourism board. The money collected by this new tax will total millions of dollars and go straight into the coffers of that board. That doesn't sit right with us.

CBIDS Are Already Working - How many of these boards do we need? We are part of the Cambria Tourism Board and tourism is booming here. We don't believe the countywide board will do much for our community, as they have demonstrated in the past, particularly for small operations like ours.

There is no "special benefit" to our mandatory membership as required by law.

We hope you will take a close look at how this has come about and consider the "little guys" like us who feel that we have nothing to gain by being forced to charge our guests an additional tax.

Thank you,  
Susan and Bob

Sent from my iPad



**Fw: Proposed TMD**

Debbie Arnold to: Nikki Schmidt, cr\_board\_clerk Clerk  
Recorder  
Sent by: Jennifer Caffee

05/27/2015 04:16 PM

**Debbie Arnold**

Supervisor, 5th District  
San Luis Obispo County  
(805) 781-4339

----- Forwarded by Jennifer Caffee/BOS/COSLO on 05/27/2015 04:16 PM -----

From: Dave Guido <gdfthr2@msn.com>  
To: <fmecham@co.slo.ca.us>, <bgibson@co.slo.ca.us>, <ahill@co.slo.ca.us>,  
<lcompton@co.slo.ca.us>, <darnold@co.slo.ca.us>  
Cc: <slotmdinfo@gmail.com>  
Date: 05/16/2015 10:08 PM  
Subject: Proposed TMD

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I am a vacation rental owner at 2650 Marlborough Lane in Cambria and am against the proposed TMD as it will only benefit a very small percentage of owners while all owners would be saddled with another tax.

It is inherently unfair and unnecessary and should not be voted for.

Thank you,

David Guido  
2650 Marlborough Lane  
Cambria, CA 93428



**Fw: Oppose the formation of the proposed TMD**  
Debbie Arnold to: Nikki Schmidt, cr\_board\_clerk Clerk  
Recorder  
Sent by: Jennifer Caffee

05/27/2015 04:22 PM

**Debbie Arnold**  
Supervisor, 5th District  
San Luis Obispo County  
(805) 781-4339

----- Forwarded by Jennifer Caffee/BOS/COSLO on 05/27/2015 04:16 PM -----

From: jtheidrick@aol.com  
To: fmecham@co.slo.ca.us, bgibson@co.slo.ca.us, ahill@co.slo.ca.us, lcompton@co.slo.ca.us,  
darnold@co.slo.ca.us  
Date: 05/15/2015 07:38 PM  
Subject: Oppose the formation of the proposed TMD

Dear Board of Supervisors,

Does California really need any more bureaucracy? Does SLO really need a Tourism Marketing District?  
NO!

I am an owner of a vacation rental home in Cambria. I cannot believe the number of restrictions already imposed upon the rights of homeowners who decide to rent their properties as vacation homes. Now, SLO County wants to impose another 1% mandatory assessment on rents collected by vacation businesses. I have yet to hear of anything at all that will be of benefit to (non-hotel) vacation property owners by formation of the TMD. It is clearly just another tax imposed on over-taxed homeowners.

I am requesting that you exclude vacation rentals and B&B's from the TMD. I cannot imagine that you are getting very many, if any, positive responses from homeowners about the inclusion of their vacation properties in the TMD. Let the hotels do what they want, but leave the individual homeowners out of this mess. As members of the Board of Supervisors, you have a responsibility to respect the interests of business owners, including those who are contributing tax dollars to SLO County through vacation rentals and B&B's.

John Heidrick  
398 Lancaster Street  
Cambria, CA  
(661) 201-5407



**Fw: Proposed Formation of Countywide Tourism Marketing District (TMD)**

Debbie Arnold to: Nikki Schmidt, cr\_board\_clerk Clerk  
Recorder

05/27/2015 04:16 PM

Sent by: Jennifer Caffee

**Debbie Arnold**

Supervisor, 5th District  
San Luis Obispo County  
(805) 781-4339

----- Forwarded by Jennifer Caffee/BOS/COSLO on 05/27/2015 04:15 PM -----

From: "Julie & Al Kennedy" <al-julie@sti.net>  
To: <fmecham@co.slo.ca.us>, <bgibson@co.slo.ca.us>, <ahill@slo.ca.us>,  
<lcompton@co.slo.ca.us>, <darnold@co.slo.ca.us>  
Date: 05/17/2015 08:50 AM  
Subject: Proposed Formation of Countywide Tourism Marketing District (TMD)

To: Supervisors of San Luis Obispo County:

1. We are **opposed** as our one unit vacation rental is not likely to benefit from a TMD---crafted by large hotel interests and SLO County.

To add a 1% tax on to small rentals would be an undue burden on us. Please reconsider.

2. Furthermore, NO independent study has been prepared or applied; there has been NO demonstrated "Special Benefit" for our lodging type as REQUIRED by the California Property and Business Improvement law of 1994: [bidlaw.com/state.php](http://bidlaw.com/state.php).

3. In other words, please EXCLUDE Vacation Rentals and B & B's from the TMD on or before the JUNE 10, 2015 hearing. The occupancy rate has been increasing in SLO County without the "need" for another TMD.

Thank you for your attention to this issue.

Sincerely,  
Al and Julie Kennedy, owners  
Lodging Unit 111 Pacific Plaza  
444 Pier Avenue  
Oceano, CA



**Fw: SLO - Proposed TMD**

Debbie Arnold to: Nikki Schmidt, cr\_board\_clerk Clerk  
Recorder  
Sent by: Jennifer Caffee

05/28/2015 01:24 PM

**Debbie Arnold**

Supervisor, 5th District  
San Luis Obispo County  
(805) 781-4339

----- Forwarded by Jennifer Caffee/BOS/COSLO on 05/28/2015 01:24 PM -----

From: Bill <xredmistx@att.net>  
To: fmecham@co.slo.ca.us, bgibson@co.slo.ca.us, ahill@co.slo.ca.us, lcompton@co.slo.ca.us,  
darnold@co.slo.ca.us, sloTMDinfo@gmail.com  
Date: 05/15/2015 01:00 PM  
Subject: SLO - Proposed TMD

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Dear Supervisors,

I would like to register my **STRONG OPPOSITION** to forced participation in the TMD.

We do not need or want County interference and additional Taxes levied against our business.

If we have an extra 1% profit to spend , we certainly do not want Government to spend it "in our best interest".

This plan is as misguided as a coffee shop that serve's both coffee and tea telling it's patron's " we shall be charging more to improve the coffee at the expense of both the coffee and tea drinker's".

Great plan if you are the coffee patron, not so much if you're the tea patron.

Please, do not lump our small Hospitality operations into this mandatory plan.

Please, do not add an additional tax burden to our already challenging business environment.

Please, limit Government over-reach to those that welcome this oppressive environment.

We do not need Government "Special Benefits" (especially those special

benefits you can't / won't  
describe or communicate to us) at the expense of additional costs or taxes.

Sincerely,  
William A. Hair - Owner  
Harborview RV Park LLC  
Morro Bay

This email has been checked for viruses by Avast antivirus software.  
[www.avast.com](http://www.avast.com)





**Fw: Protest of Countywide Tourism Marketing District (TMD)**

Pat Keeney to: nschmidt@co.slo.ca.us

05/23/2015 04:53 PM

Please respond to Pat Keeney

----- Forwarded Message -----

From: Pat Keeney <pkeeney@sbcglobal.net>

To: "fmecham@co.slo.ca.us" <fmecham@co.slo.ca.us>; "bgibson@co.slo.ca.us" <bgibson@co.slo.ca.us>; "ahill@co.slo.ca.us" <ahill@co.slo.ca.us>; "lcompton@co.slo.ca.us" <lcompton@co.slo.ca.us>; "darnold@co.slo.ca.us" <darnold@co.slo.ca.us>; "

Cc: "sloTMDinfo@gmail.com" <sloTMDinfo@gmail.com>

Sent: Saturday, May 23, 2015 4:49 PM

Subject: Protest of Countywide Tourism Marketing District (TMD)

Dear Board of Supervisors:

Please accept this email as our formal protest against the inclusion of licensed vacation rentals into the TMD. Our original plans to live in this property for our retirement years were ruined by the SLO County's decisions, but that is another long and sad story.

Please do not penalize owners anymore by imposing this mandatory assessment. If anyone has a mortgage, such as we do, they do not need an additional assessment with all the other costs involved.

Thank you for your time and attention.

James and Patricia Keeney

225 Pacific Avenue

Cayucos, CA 93430

email: pkeeney@sbcglobal.net



**Fw: PLEASE EXCLUDE VACATION RENTALS FROM UPCOMING TMD FORMATION**

Debbie Arnold to: Nikki Schmidt, cr\_board\_clerk Clerk  
Recorder  
Sent by: Jennifer Caffee

05/20/2015 10:44 AM

Debbie Arnold  
Supervisor, 5th District  
San Luis Obispo County  
(805) 781-4339

----- Forwarded by Jennifer Caffee/BOS/COSLO on 05/20/2015 10:44 AM -----

From: William Edwards <wredwards@sbcglobal.net>  
To: "fmecham@co.slo.ca.us" <fmecham@co.slo.ca.us>, "bgibson@co.slo.ca.us" <bgibson@co.slo.ca.us>, "ahill@co.slo.ca.us" <ahill@co.slo.ca.us>, "lcompton@co.slo.ca.us" <lcompton@co.slo.ca.us>, "darnold@co.slo.ca.us" <darnold@co.slo.ca.us>  
Date: 05/20/2015 10:34 AM  
Subject: PLEASE EXCLUDE VACATION RENTALS FROM UPCOMING TMD FORMATION

My name is William "Ron" Edwards, and my wife and I own a single condo in Casa Del Mar, San Simeon, CA, 93452. We are in a vacation rental program with Scenic Coast Rentals, and rent out our condo (#505 Casa Del Mar) when we are not living in it. We have an active vacation rental license with County of San Luis Obispo.

I object to the inclusion of occasional vacation rentals in the proposed formation of a countywide tourism marketing district (TMD). From reading the letters and attachments concerning the TMD, I cannot see how a condo will benefit from a marketing system designed to benefit the large hotels in SLO county. In addition, the letters don't show that the TMD will include Special Benefits for small rentals. I understand these Special Benefits are required under a 1994 CA law.

Also, the proposed 1% mandatory assessment on our rents seems to be yet another tax from SLO and California that will not benefit us as small business owners. I'm sure each of you Board members are also home owners in SLO County, and you are really aware of the amount and number of taxes we as home owners are required to pay each year. A tax that does not benefit home owners and small business owners is a tax that we should not have to pay.

Thank you for your time to read this email. I hope you will call or write me to discuss this further.

William "Ron" Edwards  
home #: 661-588-1966  
Cell #: 661-549-0618  
Email: [wredwards@sbcglobal.net](mailto:wredwards@sbcglobal.net)



**Fw: Please, No More Taxes...**

Debbie Arnold to: cr\_board\_clerk Clerk Recorder, Nikki Schmidt

05/27/2015 04:16 PM

Sent by: Jennifer Caffee

Debbie Arnold  
Supervisor, 5th District  
San Luis Obispo County  
(805) 781-4339

----- Forwarded by Jennifer Caffee/BOS/COSLO on 05/27/2015 04:16 PM -----

From: Kristin McGee <kristinmcgee@hotmail.com>  
To: "fmecham@co.slo.ca.us" <fmecham@co.slo.ca.us>, "bgibson@co.slo.ca.us" <bgibson@co.slo.ca.us>, "ahill@co.slo.ca.us" <ahill@co.slo.ca.us>, "lcompton@co.slo.ca.us" <lcompton@co.slo.ca.us>, "darnold@co.slo.ca.us" <darnold@co.slo.ca.us>, Kristin McGee <kristinmcgee@hotmail.com>  
Date: 05/17/2015 02:22 PM  
Subject: Please, No More Taxes...

Hello Supervisors,

My husband Ron, and I own a Vacation Rental in Paso Robles and are paying for advertising through VRBO. Therefore, we do not desire to pay for additional promotion or advertising and, per "Sam Adams",

want our rights as citizens to be honored in choosing how we advertise and who we pay for that service. Thank you, but, I would prefer not to have government assistance by paying a 1% tax to form another government agency that simply is not necessary for my type of business. I realize, that the idea is, that we will receive a "lateral" benefit from the establishment of a TMD. However, there has not been any proven link for a "Special Benefit" for a vacation rental in Paso thus far, as far as I am aware and to "crystal ball" this thing and make assumptions that we will likely receive benefit simply is not empirical. The California Property and Business Improvement Law of 1994, I am informed, should protect me from inappropriate applications of taxing which have not proven to be in my interest or others who have similar businesses such as mine.

I wish everyone well, and to those who interest's have been proven to benefit from forming a TMD in our area,

I hope that their returns will exceed the 1% tax that is being proposed.

Sincerely,

Kristin A. McGee

**From:** Debbie Arnold  
**Sent By:** Jennifer Caffee  
**To:** Nikki Schmidt; cr\_board\_clerk Clerk Recorder  
**Subject:** Fw: TMD assessment  
**Date:** 03/17/2015 03:08 PM

**Debbie Arnold**

Supervisor, 5th District  
San Luis Obispo County  
(805) 781-4339

----- Forwarded by Jennifer Caffee/BOS/COSLO on 03/17/2015 03:08 PM -----

From: Arlene Orman <baypinesrv@sbcglobal.net>  
To: "bgibson@co.slo.ca.us" <bgibson@co.slo.ca.us>, "ahill@co.slo.ca.us" <ahill@co.slo.ca.us>, "lcompton@co.slo.ca.us" <lcompton@co.slo.ca.us>, "darnold@co.slo.ca.us" <darnold@co.slo.ca.us>, "fmecham@co.slo.ca.us" <fmecham@co.slo.ca.us>  
Date: 03/15/2015 11:48 AM  
Subject: TMD assessment

Bay Pines Travel Trailer Park  
1501 Quintana Rd.  
Morro Bay, CA 93442  
805-772-3223

March 14, 2015

County of San Luis Obispo Board of Supervisors  
370 County Government Center  
San Luis Obispo, CA 93408

Opposition to the SLO County Tourism Marketing District (TMD) assessment

Dear Members of the Board of Supervisors:

In addition to the Protest Form that I sent in, I would like to also state my opposition in this letter.

The "tax" is unfair in many ways. The private parks in the county area and the State and County Parks will be exempt from the tax. The private parks located in the City of Morro Bay will not be. We are already at a 10% rate disadvantage compared to the parks not subject to the Transient Occupancy Tax (TOT). Another 1% will only make the situation worse.

The Tourism Marketing District will not be of any measurable benefit to the RV parks. We have done fine without the marketing efforts of of a TMD. This, combined with the fact that not all parks will share in the costs, are sufficient reasons for the County Board of Supervisors to exclude all parks from the assessment.

Sincerely,

Arlene Orman, Manager  
Bay Pines Travel Trailer Park

STATE CAPITOL  
P.O. BOX 942819  
SACRAMENTO, CA 94248-0036  
(916) 319-2035  
FAX (916) 319-2135

DISTRICT OFFICE  
1150 OSOS STREET SUITE 207  
SAN LUIS OBISPO, CA 93401  
(805) 519-3391  
FAX (805) 519-3400

EACH SUPERVISOR  
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Assembly  
California Legislature



KATCHO ACHADJIAN  
ASSEMBLYMEMBER, THIRTY-FIFTH DISTRICT

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VICE CHAIR: TRANSPORTATION  
BANKING AND FINANCE  
GOVERNMENTAL ORGANIZATION  
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JOINT COMMITTEES  
FAIRS, ALLOCATION AND  
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LEGISLATIVE AUDIT

RECEIVED

May 1, 2015

The Honorable Debbie Arnold, Chairwoman  
San Luis Obispo County Board of Supervisors  
1055 Monterey Street  
Room D 430  
San Luis Obispo, CA 93401

Board of Supervisors  
San Luis Obispo County

Dear Madam Chair and Board, 

I write to your Board to express my strong support for the countywide Tourism Marketing District being explored by San Luis Obispo County. Agriculture and Tourism, and increasingly more often the two sectors at the same time, are vital sectors in this county's economy. The way in which both industries thrive comes about through cooperation.

Over the years we have seen the scattered efforts of individual communities and their tourism promotions fall short of what we know is their potential. The gifts we have in terms of our natural resources are immense and understandably draw visitors to our county. Our strength in promoting tourism lies in this county's diversity which can never be fully developed if each corner of the county only promotes itself.

I believe that the future success of a Tourism Marketing District will bring a tremendous return on investment to the local economy and that a countywide concentrated effort in promoting tourism throughout San Luis Obispo County would make for a whole that is greater than the sum of its parts.

Thank you for your consideration.

Respectfully,

Khatchik H. "Katcho" Achadjian  
35<sup>th</sup> Assembly District

cc: Supervisor Lynn Compton, Supervisor Adam Hill, Supervisor Frank Mecham, Supervisor Bruce Gibson